

Parrish ..... 27

Parrish.....11

Parrish.....37

Parrish......21

He had the following for the leading editorial in his paper the way to something which might He wondered what she would of vesterday:)

president of the Florida state chamber of commerce, who some reason, looked askance at "Lyn's in for a jolt, all right," says: "A million dollars wisely spent in advertising would Lynda; she had yet to learn that he said to himself, and felt a little prove the most resultful investment of money that Florida even in these liberal days there sorry he had got her the job at has ever made."

He adds: "Many of the business concerns that have en-woman. tered Florida have done so because they have been convinced by advertising."

Anyone who would suggest such a thing would be mobbed, they knew of the social strata, the bright and beautiful. but it is true, nevertheless, that the best investment Oregon more sensitive they had become. He told himself that he would could make would be to spend a million dollars in advertising the more they kept to themselves. see that Ralph Armitage kept in the leading magazines and newspapers of the United was harder to get liquor, and introduce her first to Emily An-States.

Oregon is a good state. It has a fine climate. It has imtables. mense resources. It offers splendid opportunities for profit. But the rest of the country doesn't know these things.

All that is known about Oregon by the country east of the Rockies is that it rains constantly here and that this is little he had with her. the home heath of freak legislation.

and more sunshine than the average eastern state. Oregon other, until he was scarcely able him. Emily was a new type to strated some excellent team work first time. The 18 other members people persistently vote down freak legislation. to keep things going.

But the east, which is abysmally ignorant about the west Lynda her job with Armitage & glad to give. -except California, which advertises persistently-doesn't Son after her graduation from the When Lynda and he parted at know that these things are untrue. It knows little about high school in both its commer-the outside door of the offices, cial and literary courses. Oregon and cares less.

The only way to tell the east the truth about Oregon, and been working as secretary to Armitage sat in great formality get it believed, is by intelligent and persistent advertising. Armitage, senior, who, in reality, and state, while Lynda went into ies of three game to be played in in which "the Giants got the best

Oregon, in one way and another, has spent a lot of money ran the business. It was only very the general office filled with girls the "Y" gymnasium between the of ft." for so-called advertising in the past decade or so. But most recently that young Armitage had writing form letters, transcribing Jason Lee and the Bungalow quinof the advertising we have done has never got beyond our in, David had never met the son ing out bills. of the elder man, because just It seemed to her that a hush own borders.

people know all about Oregon anyway. What we need is to scatter the truth about ourselves abroad, and the way to

do that is by advertising.

**A REAL UPLIFT** 

## (Portland Telegram.)

Portland marks a forward step in air transportation on the not to disturb her father, she what had happened to her. coast. Carrying eight passengers and providing new con- toasted a piece of bread and hast- At length, for she was about coast. Carrying eight passengers and providing new con-veniences and comforts, these flying observation cars will "Ity drank a cup of coffee. one-half minute late, she seated The clock in the old church herself at her desk and began to undoubtedly become increasingly popular as more people down the street chimed seven. work. Then she made herself forcome to know the pleasure of air travel.

There remains still in the minds of the stubbornly cau- go away without waking him. At mind only upon the task in hand tious, a persistent doubt that can only be dissolved by actual last, when she heard Davie's whis- She did not observe a very experience in the air. When one feels the steady sureness of the, she knew she could wait no good-looking man glance over at flight and the firm support of the spreading wings, hears the She left a low fire under the the farther end of the room. Nei- the Willamette gymnasium beginunvarying whirr of the confident motor and sees the slow percolator, closed the door quiet- ther did she look up, until she be- ning with next Wednesday night cyclorama of the moving landscape beneath, one loses in- ly, and went out. stinctive timidity and realizes kinship with the birds.

As a saver of time and money, the airplane has its ma-ing, and they were young, they the girl at the next desk. terial values, but its greatest attraction is the flight itself, could not be unhappy long. the fact that the dragging contact with the earth is broken They began to talk, as all young swered, "and if you ask me, I "Spec" Keene urges that anyone and a new and larger world discovered in the air. The air-and their future. Lynda's arm thing.'

plane offers something more than swift transportation. It was still swollen and lame, but gives the passenger a swelling sense of conquest, a spiritual she told herself she was not go-as well as physical unlift that is indescribeble. Circling ing to think about it. She had

at school, while the city's business He felt a great wave of pity for (The editor of the Eugene Register risks being mobbed, blocks steadily encroached on both this girl, who walked along so un-

make their dreams come true. Florida is discussing a plan to raise a million dollars to David, who had started to work girls in the office talk of leading Parrish ...... 31 Stayton .... 16 event. Dark Eagle did not start

> are many things tolerated in a Armitage's. man which are not forgiven in a Strange, as he looked at her, he

> realized for the first time in all The last few years had been their childish companionship that very hard for both of them. The Lynda's tremutous lips were red older they grew, and the more and moist, and her eyes very

their fathers spent more and more drews, who seemed always to be money on bootleggers and gaming able to take care of herself, al-

though she looked like a lovely Many a time, when there was piece of Dresden china that would to keep her from going to bed He was sure that she could tell hungry. David had shared what Lynda who were the right ones to know in the office.

John Fenton was a master at had cost him one job after an though she trudged along beside

It was David who had gotten asked so much, and he was always

David went through the private

ents.

come into the office; consequent- dictograph notes and filing or mak- tets. The next game is scheduled rival at Hot Springs-found him-

ginning at 7:15 o'clock. Many at- golf and what not outlined for the That kind of advertising does us no good, for Oregon lately, at his own request, he had settled down upon them as she tended the game last night and it visitors. He took advantage of the been transferred to the sales force came in, but no one looked up to is believed that a full house will extra training period to cut down greet her. She knew instinctive- be present tomorrow night. and had gone on the road. All the girls in the outside of-ily that the minds, not the eyes, of Summary: "

fice had their eyes out for him, every girl in the room, were upon Jason Lee. realizing that he was, of all the her, and she was sure it was beyounger crowd, the coming man cause they knew she had come in in the firm. with David Kenmore.

Bell (5) ..... (5) Walker With the words "Dear Davie" Her arm and shoulder burned C. Miller (5) ...... (2) Wood on her lips, Lynda fell asleep to with pain, and she felt as though Smith (4) ....g... (3) Birtchet awaken early next morning. Ris-leveryone of those girls could see

Arrival of the giant planes Cascadian and Crusader in ing as quietly as possible, so as the disfiguring scar and wondered one-half minute late, she seated Still she heard no sound from get everything and everybody in

her father's room. She hated to the room. She kept her eyes and

Soon Lynda caught up with her.

"Armi has come back," she an-

(To be Continued) DON JONES WINS

Parrish.....35 Turner ..... 32 last year. Sortie won two races ... 18 on successive days. Misstep won Parrish ..... 24 Stayton Parrish ..... 25 Molalla ... 16 the Great Western Handicap, last do and think when she heard the Parrish ..... 25 W. Wilson .17 fall, as well as another important Gervais ... 16 last season, but showed remark-St. Marys . . 25 able form in workouts. Parrish ...... 30 Scio ....... 24

Francis Hogan, young Gian Roosevelt ... 10 Molalla ... 34 catcher, an unknown a year ago Gervais ... 22 already finds himself basking in Turner ..... 12 the limelight of public attention Parrish...... 16 St. Paul ... 8 as a result of the trade which sent him to the New York Giants, with

Outfielder Welch, in exchange for Rogers Hornsby. In Hot Springs, Ark., the day

the Giant battery squad arrived there for preliminary workouts before joining the regulars at Augusta, Fla., Hogan was the big topic under discussion.

The first leg of the local church Now, ordinarily, a rookie catchchampionship basketball game be- er would receive very little attentween Jason Lee and Bungalow tion alongside the regular battery not enough food in Lynda's home break if one touched it roughly. Christian which was played in the men and the old-timers. But that Y.M.C.A. gymnasium last night day found most folks turning resulted in a 35 to 21 victory for their attention toward Hogan. the Jason Lee quintet. Bonney. "There's the chap who was At the thought of Emily, David Jason Lee forward, was high point traded to the Giants in that Horns-Both of these things are untrue. Oregon has less rain his trade, but his drunken lapses almost forgot about Lynda, al- man in the tilt with 13 points. by deal," said the fans, as they The Miller brothers also demon-watched the men unlimber the him, and very fascinating. She which was partly responsible for of the squad played second fiddle. the Jason Lee victory. Apparently Hogan isn't the kind Jason Lee five was behind at of a lad that this sort of attention the first half, but during the sec-

will make self-conscious. He ond half solved the Bungalow defense and took the lead which was showed his complete disregard for never overcome by their oppon- the ordinary conventions when he delivered himself of the immor-

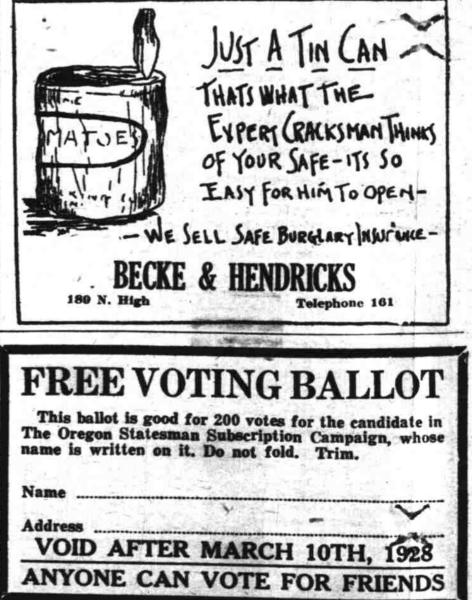
tal remark that the deal was one

Hogan immediately-on his arto be played tomorrow night be- self wished into the rounds of

his weight. If he faces a handicap in making the grade with the New

Bungalow York club it is the handicap of a R. Miller (8) ..... (6) Clutter tendency to become heavy. He Bonney (14) ...f... (5) Barquest can carry some weight, however,

constipation. Ideal NEW YORK, Mar. 7-(AP)for elderly persons. ly of Kansas City and Tulsa, to-day drank a toast in poison to Florence Billie Alexander, former-SOLD EVERYWHERE George J. Hoefler who had befriended her, and died as he at-2 COMPOUND tempted to resuscitate her. CAPITOL DRUG STORE Read the Classified Ads



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came aware of a buzzing all about and continuing through Saturday night, have been selling unusually David, and as the sun was shin- "What's the matter?" she asked fast during the past week. A check

up showed that there were only small number left and Coach people do, about their ambitions think he spotted you the first planning to attend, get their ticket as soon as possible.

Calls from all over the state come in daily making reservations for more than 100 seats for a



Tickets for the state basketball

